

P-33: King County Smoke-Free Restaurant Campaign

Venue: Community

Goal: Eliminating Exposure to Secondhand Smoke

Sponsoring Organization: Public Health – Seattle & King County

Abstract: The past year marked the sixth completed year of the King County Restaurant Campaign. The campaign was designed to create more smoke-free restaurants in King County through educating restaurateurs and supporting restaurants in becoming smoke-free. The campaign has been approached on a city-by-city basis. In 2001, the cities of Algona, Auburn, Issaquah, Newcastle, Pacific, and Renton were targeted for restaurant owner/manager education. Public Health – Seattle & King County (PHSKC) Tobacco Prevention Program staff presented each owner/manager with educational packets and discussed the benefits of becoming smoke-free. Following the campaign, there were 69 more smoke-free restaurants than in 1999. Surveys of restaurant owners/managers were conducted and determined that 77% of restaurants support a ban on smoking in all restaurants. Smoke-free restaurants are listed in the ‘Guide to Smoke-Free Dining in King County’. Guides were distributed to numerous citizens, community agencies, visitor bureaus, hotels, and businesses. Advertisements were placed in local newspapers promoting the Guide and the local participating smoke-free restaurants. PHSKC staff plan to continue supplying the public with information about smoke-free restaurants and encouraging restaurants to become smoke-free.

Recommendations: Know your community, your audience, and the type of establishment you are targeting. Learn from what others have done. Establish community partnerships. Strategically plan visits to restaurants during off-peak times of the day and miss the lunch rush. Be prepared when talking to restaurant owners/managers and highlight the health benefits of a smoke-free workplace/restaurant.

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